



CityCo

The city centre management company
for Manchester and Salford



CitySession

Social Value and Your Business

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Welcome

Heather Evans

Head of Sustainability Consultancy
Rider Levett Bucknall

@rlb_uk

@heatherevansx

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A special introduction from -

Jen Pemberton

Founder & CEO, Antz Network

antznetwork.com

[@AntzGrp](https://twitter.com/AntzGrp)

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ANTZ

Value Driven. Impact Led. Human.

ANTZ

Est. 2011
GREATER MANCHESTER

A business led Network that provides services and solutions that enable growth for all, we impact locally, regionally and nationally.

One of the most inclusive Networks in the UK. Co-Production with local people, Local Authorities, Charities, Social Enterprises and Businesses, Micro to Global.

Our purpose and mission ***“Impact People’s Lives & Reduce Societal Costs”***.

Since we Est in 2011 we have been delivering our mission whilst enabling commercial and social growth for all.





Snapshot of our defining moments

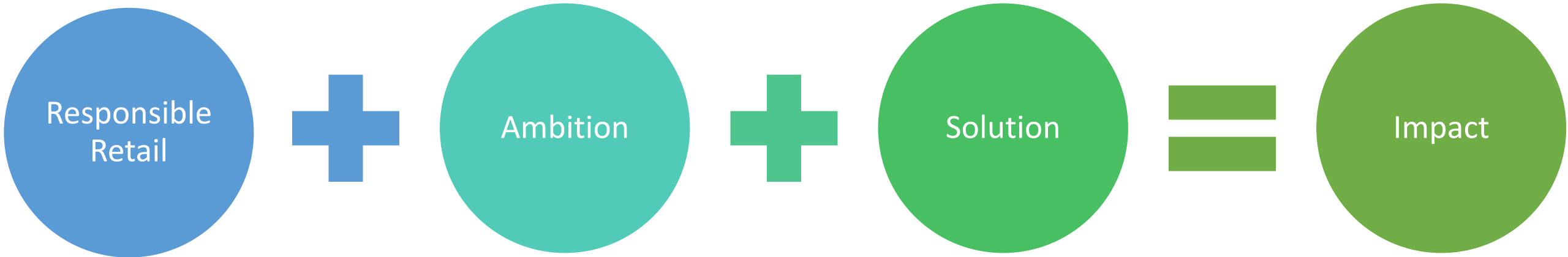


ANTZ are recognised by business, local community, charities and highly regarded by our partners in Local Authority, MOJ and other government organisation

OUR VISION IS TO SHIFT CHANGE CULTURE TO BRIDGE THE GAP UK WIDE

The Days of Measuring business success through financial metrics alone are over.





Heather Evans

Head of Sustainability Consultancy
Rider Levett Bucknall

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Our Panel

- **Alexander Beasley**, Country Manager UK & Ireland,
Patagonia
@Patagonia
- **Richard Tucker**, Managing Director, Leesa Sleep
Europe
@LeesaSleepUK
- **Laura Whittaker**, Creative Marketing Manager,
Beaumont Organic
@BeaumontOrganic

Alexander Beasley

Country Manager UK & Ireland
Patagonia

patagonia.com
@patagonia

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Including 10 More Years
of Business Unusual

let my people go surfing

The Education of a
Reluctant Businessman

Yvon Chouinard

patagonia



Build the best product.

Cause no unnecessary harm.

Use business to inspire and implement solutions to the environmental crisis.



DON'T BUY THIS JACKET



It's Black Friday, the day in the year retail turns from red to black and starts to make real money. But Black Friday, and the culture of consumption it reflects, puts the economy of natural systems that support all life firmly in the red. We're now using the resources of one-and-a-half planets on our one and only planet.

Because Patagonia wants to be in business for a good long time—and leave a world inhabitable for our kids—we want to do the opposite of every other business today. We ask you to buy less and to reflect before you spend a dime on this jacket or anything else.

Environmental bankruptcy, as with corporate bankruptcy, can happen very slowly, then all of a sudden. This is what we face unless we slow down, then reverse the damage. We're running short on fresh water, topsoil, fisheries, wetlands—all our planet's natural systems and resources that support business, and life, including our own.

The environmental cost of everything we make is astonishing. Consider the R2[®] Jacket shown, one of our best sellers. To make it required 135 liters of

COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of
the landfill and incinerator



REIMAGINE

TOGETHER we reimagine a world where we take
only what nature can replace

water, enough to meet the daily needs (three glasses a day) of 45 people. Its journey from its origin as 60% recycled polyester to our Reno warehouse generated nearly 20 pounds of carbon dioxide, 24 times the weight of the finished product. This jacket left behind, on its way to Reno, two-thirds its weight in waste.

And this is a 60% recycled polyester jacket, knit and sewn to a high standard. It is exceptionally durable, so you won't have to replace it as often. And when it comes to the end of its useful life we'll take it back to recycle into a product of equal value. But, as is true of all the things we can make and you can buy, this jacket comes with an environmental cost higher than its price.

There is much to be done and plenty for us all to do. Don't buy what you don't need. Think twice before you buy anything. Go to patagonia.com/CommonThreads or scan the QR code below. Take the Common Threads Initiative pledge, and join us in the fifth "R," to reimagine a world where we take only what nature can replace.

patagonia
patagonia.com



TAKE THE PLEDGE

*If you sell your used Patagonia product on eBay[®] and take the Common Threads Initiative pledge, we will co-list your product on patagonia.com for no additional charge.

© 2011 Patagonia, Inc.

SALES &
REPAIRS



BETTER
THAN NEW

REPAIR IS A RADICAL ACT.

Let us fix your clothes.
(It's OK if it's not from Patagonia.)

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Reduce
Reuse
Repair
Recycle

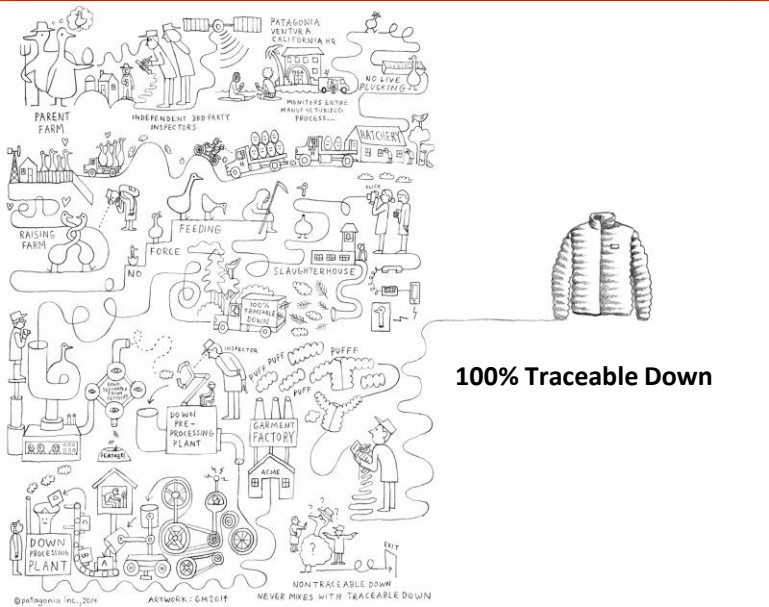
Build the best product.

Cause no unnecessary harm.

Use business to inspire and implement solutions to the environmental crisis.

patagonia[®]

Cause no unnecessary harm.



An ever-growing number of our products are Fair Trade Certified™ for sewing, which means we pay a premium to the workers in the factories that make them. The Fair Trade program also helps to create better working conditions and safeguards against the use of child labor.

fairtradeusa.org



patagonia

Photo: Tim Davis © 2010 Patagonia, Inc.

the footprint
CHRONICLES®



The Good & The Bad

Before you can reduce your impact, you have to know what your impact is. Footprint Chronicles is a site we created to track the impact of our supply chain – energy, shipping, CO2, waste and more.



YULEX



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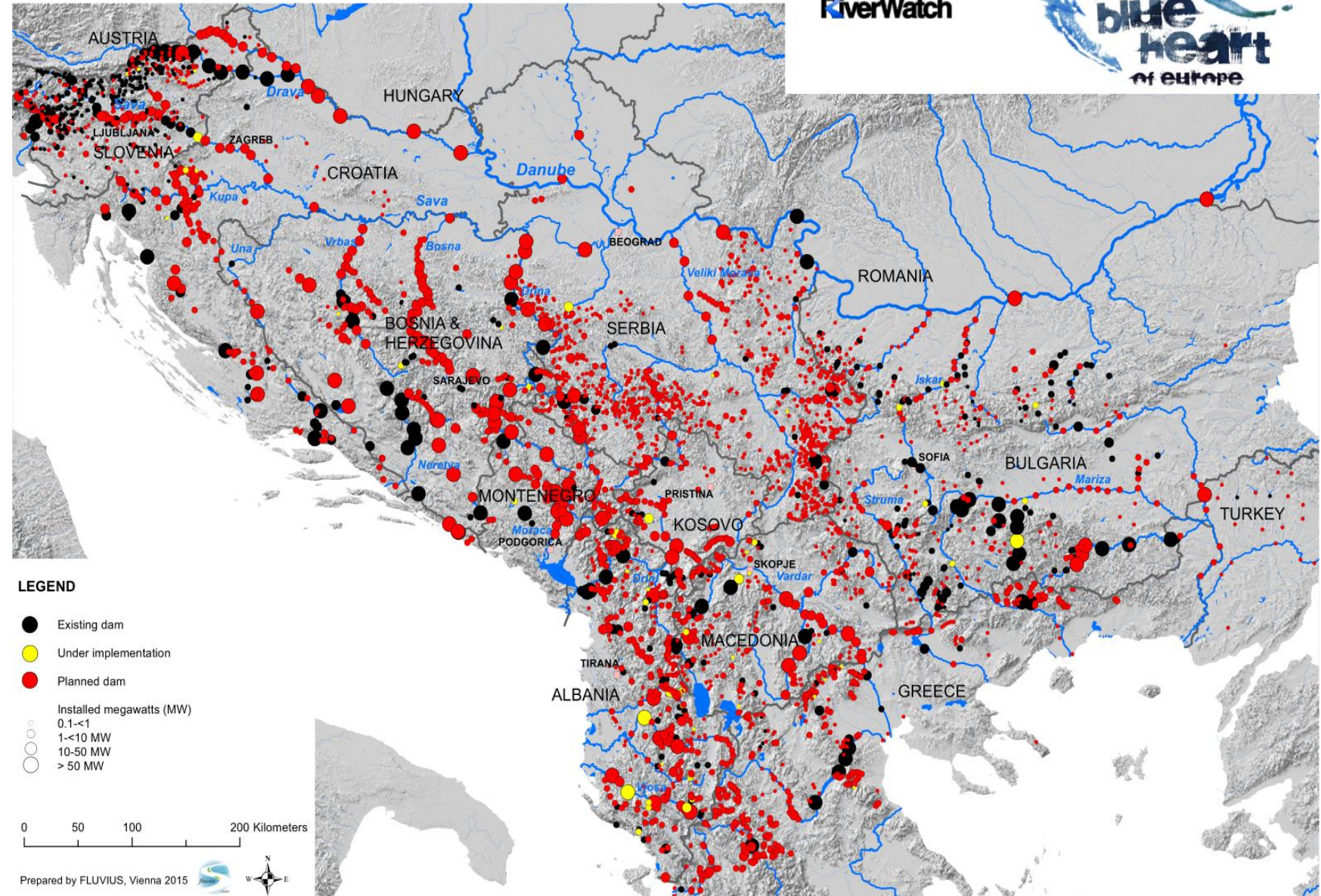


Hydropower plants in Balkan rivers

euRONATUR FOUNDATION
RiverWatch



2,706 planned
66 under construction
3 stopped







Protecting wildlife from the air
<http://www.wildlifeair.org/>



Working to restore the Caledonian Forest and its unique wildlife to the Scottish Highlands
<http://treesforlife.org.uk/>



Fighting for social justice for communities affected by coal mines
<http://coalaction.org.uk/>



Say no to hydro power on the Afon Conwy in the Snowdonia National Park
<https://savetheconwy.com/>



Working to conserve Irish biodiversity
<http://irishseedsavers.ie/>



An environmental charity protecting UK waves, oceans and beaches
<https://www.sas.org.uk/>



Protecting Cornwall's seal population
<https://www.cornwallsealgroup.co.uk/>

RECLAIM ^{The} POWER

Empowering people to take direct action and supporting communities with the fight against fossil fuels
<https://reclaimthepower.org.uk/>



Fighting oil sponsorship in the Arts
<https://bp-or-not-bp.org/>



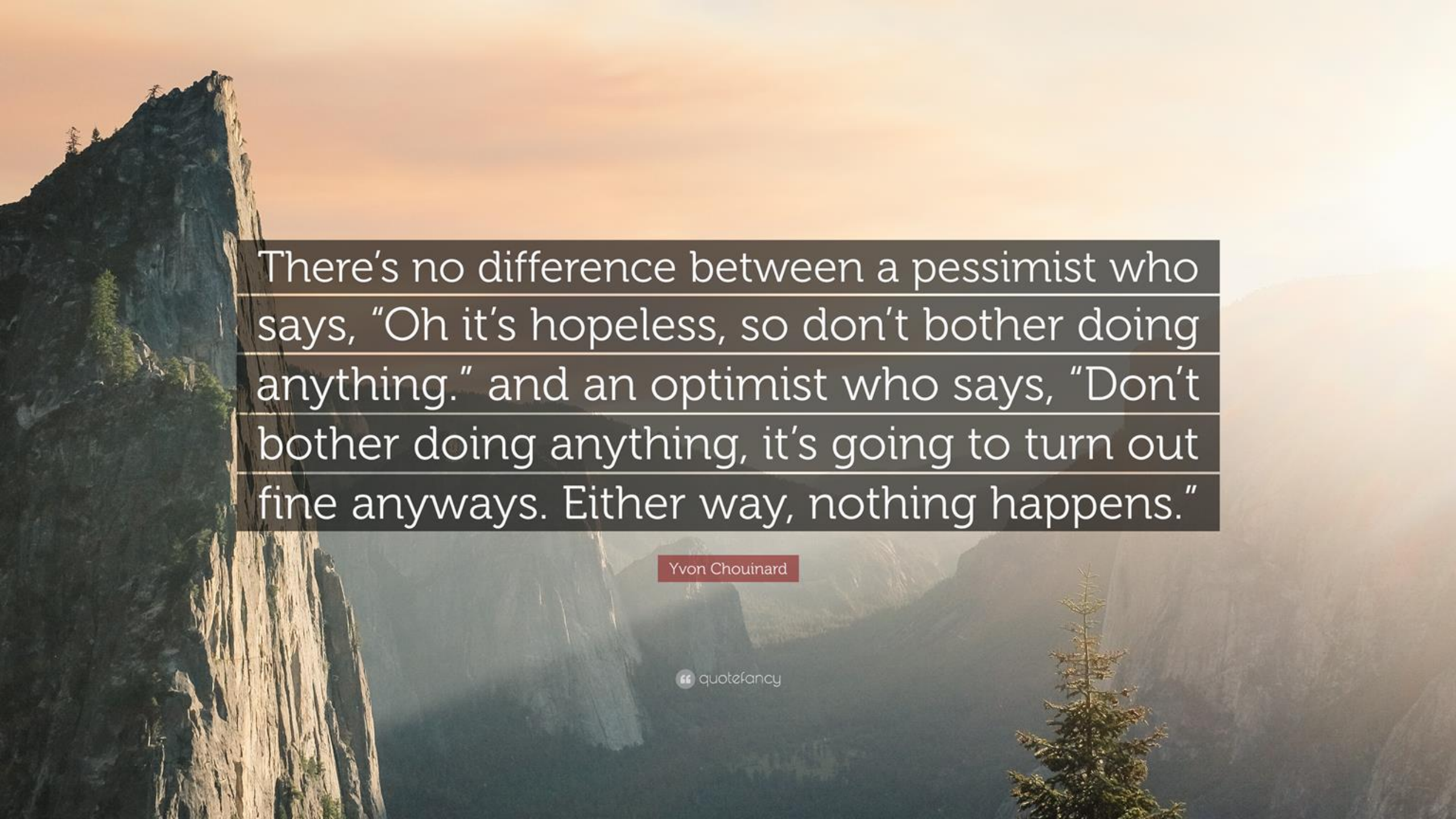
...is the largest student network in Britain campaigning to end world poverty, defend human rights & protect the environment
<https://peopleandplanet.org/>



Offer support and action on climate change, food, biodiversity
<https://www.foe.co.uk/>



Defending rivers. Challenging polluters
<http://londonwaterkeeper.org.uk/>



There's no difference between a pessimist who says, "Oh it's hopeless, so don't bother doing anything." and an optimist who says, "Don't bother doing anything, it's going to turn out fine anyways. Either way, nothing happens."

Yvon Chouinard

“ quote fancy

Richard Tucker

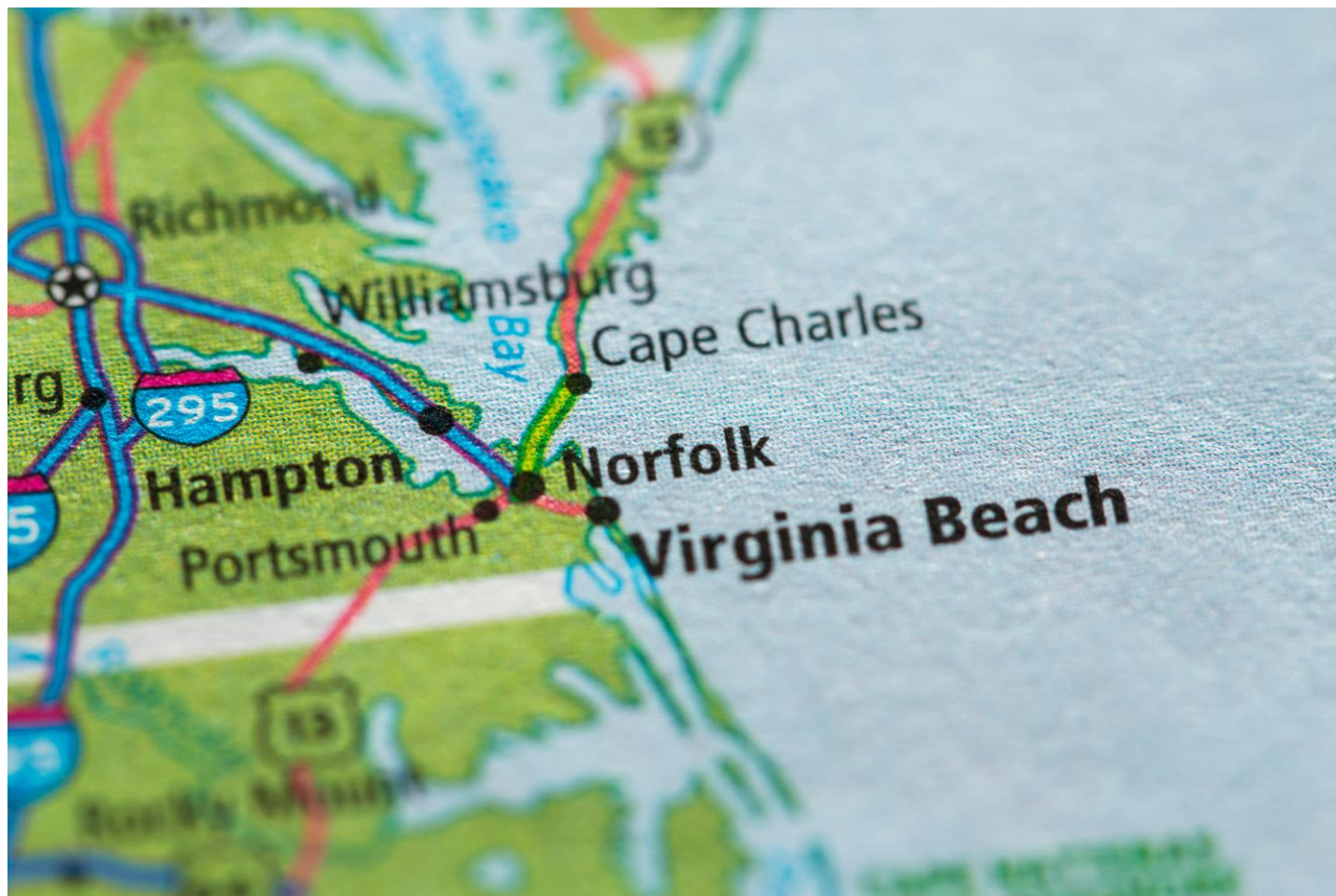
Managing Director
Leesa Sleep Europe

leesa.co.uk
@LeesaSleepUK

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Responsible Retail



Founded 2015

\$1m revenue in first month

\$140 million 2017

John Replogle joined 2017

Partnership with West Elm





“Supremely comfortable. Highly recommended”

“10/10. Maximum marks for design and performance”



”One of the best mattresses we’ve tested in recent years”

“It brilliantly relaxes tired muscles”



Already in Germany and Austria

6 countries launching in next 6 months: IE, FR, ES, NL, IT, BE

“Despite Brexit”



...next the world

The Heart and Soul of Leesa



ONE-TEN

We donate one mattress
for every ten
we sell.



ONE-EARTH

We plant one tree for
every mattress
we sell.



ONE-COMMUNITY

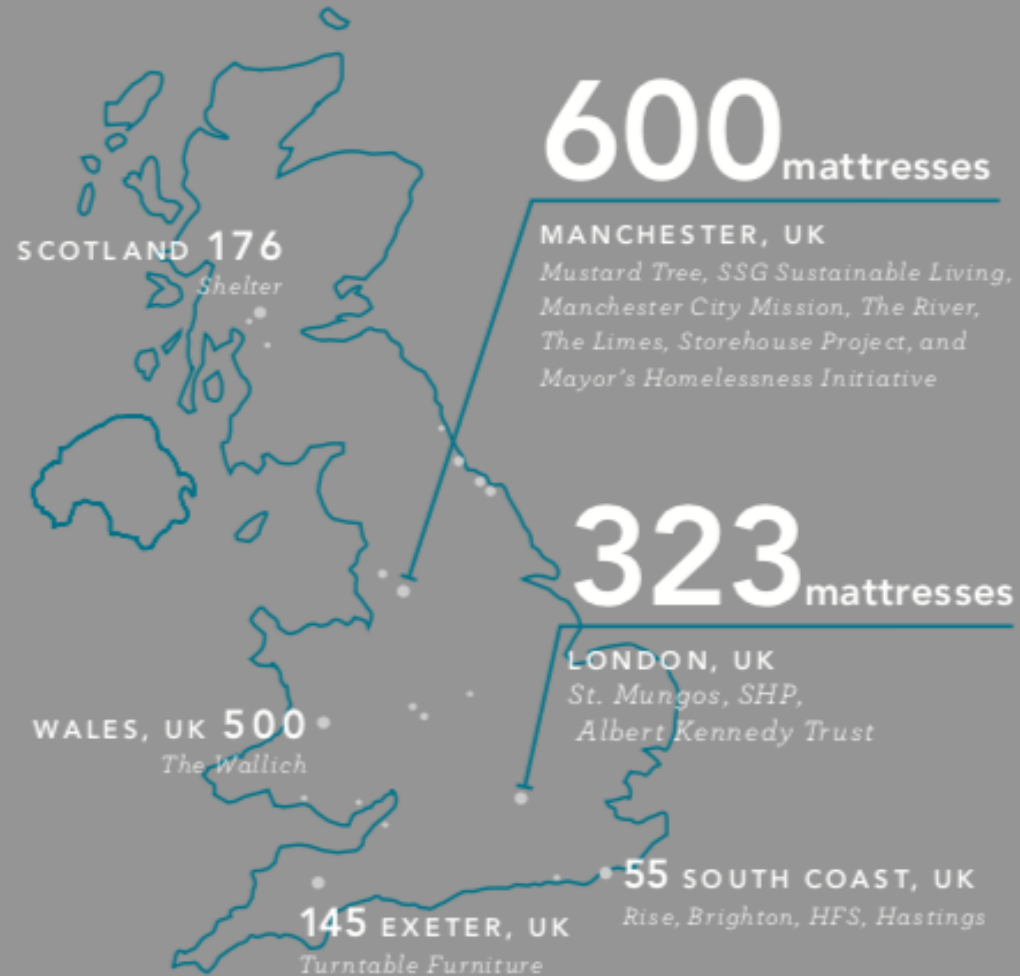
We give time and
resources to local and
national organizations.



We're a certified B Corporation

As a certified B Corp we are committed to using business as a force for good. Alongside companies like Patagonia, Warby Parker and TOMS, we meet the "highest standards of social and environmental performance, transparency and accountability."

These represent some of the major UK donations and pledges.



30,000 mattresses donated WW

40 UK charity partners

12 Manchester-based charities

Supporting Andy Burnham



Laura Whittaker

Creative Marketing Manager
Beaumont Organic

beaumontorganic.com
[@BeaumontOrganic](https://www.instagram.com/BeaumontOrganic)

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BEAUMONT
ORGANIC

CONTEMPORARY CONSCIOUS CLOTHING
EST. 2008



BEAUMONT ORGANIC

Since 2008, Beaumont Organic has been paving the way for fashion to have a sustainable future.

We create contemporary conscious clothing, thoughtfully designed in-house at 49 Hilton Street.

We source responsibly, manufacture ethically and ensure transparency throughout our supply chain.

The end result is a luxury collection that embodies our brand's ethos of honesty, respect and trust.



THE COMPANY

- Founded in 2008 by Hannah Beaumont-Laurencia
- Originally based in West Didsbury, now in the Northern Quarter above our flagship store
- Collection started as a collection of 8 undyed organic t-shirts, now includes 70+ styles with a range of organic and eco fabrics
- Wholesale in the UK, Japan and throughout Europe
- Sell worldwide via www.beaumontorganic.com



OUR STORY

- 2003–2006 | Hannah studied Fashion & Textile Marketing at Leeds University
- 2007 | Hannah started work at Monsoon in London
- 2008 | Beaumont Organic was born
- 2009 | Awarded Best Organic Textile Product
- 2010 | Launched website and began selling to customers within the UK
- 2012 | Business grew internationally, mainly in Japan
- 2014 | Moved into city centre office as the team began to grow
- 2015 | Started to produce locally in Manchester
- 2016 | Began working with European agents
- 2017 | Opened our flagship store in NQ
- 2018 | Awareness of the brand continues to grow



OUR ETHICS

- Sourcing
- Fabrics
- Factories
- Deliveries & Transportation
- Wastage
- Customer Care & Service
- Quality
- Supporting Local Makers
- Trust



THE FIJI FOUNDATION

After her college years, Hannah travelled to the Taveuni Island of Fiji.

She experienced the love and happiness of the people of Fiji and the gratitude for the simplest of things.

She lived and taught Maths and Nuisawa School where children arrived without equipment.

In 2008, she pledged to donate 1% of Beaumont Organic's annual profits to helping the people on the island of Taveuni.

In 2014, she visited again and worked with the Loloma Foundation to renovate the hospital.

This year, we will mark our 10 year anniversary with a Fundraiser for Fiji to again help support to Loloma Foundation.



BEAUMONT
ORGANIC

Thank you for listening

CONTEMPORARY CONSCIOUS CLOTHING
EST. 2008

Your Questions

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